

Message Text

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AMEMBASSY BEIRUT

AMEMBASSY TEHRAN

UNCLAS KUWAIT 4263

E.O. 11652: N/A

TAGS: BEXP, KU

SUBJ: PHARMACEUTICAL AND MEDICAL EQUIPMENT EXHIBITION IN KUWAIT.

1. CHARLES HANNE, EXECUTIVE MANAGER OF TRANS-ATLANTIC TRADING COMPANY, NEWLY-FORMED KUWAITI GENERAL TRADING ESTABLISHMENT, HAS INFORMED EMBASSY OF UPCOMING EXHIBITION IN PHARMACEUTICALS AND MEDICAL EQUIPMENT NOW BEING ORGANIZED BY HIS COMPANY, TO BE HELD AT THE KUWAIT HILTON DURING THE FIRST WEEK OF MARCH, 1976. AS PART OF THE EXHIBITION (WHICH WILL TAKE UP AN ENTIRE FLOOR OF THE HILTON), THERE WILL BE A MODEL, FULLY-EQUIPPED, HOSPITAL ROOM. FYI MR. HANNER ALSO NOTED THAT THE EXHIBITION WILL COINCIDE ROUGHLY WITH A CONVENTION OF GULF DOCTORS, TO BE HELD IN KUWAIT AT APPROXIMATELY THE SAME TIME. MR. HANNER FELT THAT THIS WOULD ENHANCE THE VALUE OF THE EXHIBITION. END FYI.

2. ACCORDING TO MR.HANNER, 20 AMERICAN AND EUROPEAN FIRMS WILL BE PARTICIPATING IN THE EXHIBITION. HE NOTED THAT FIRMS SEEKING TO DO BUSINESS IN KUWAIT WOULD NEED LOCAL REPRESENTATION, AND OFFERED THE SERVICES OF HIS COMPANY IN SPONSORING AMERICAN PHARMACEUTICAL AND MEDICAL SUPPLY FIRMS WISHING TO PARTICIPATE IN THE EXHIBITION WHO DO NOT AS YET HAVE REPRESENTATION IN KUWAIT.

3. MR. HANNER REQUESTED HELP FROM THE EMBASSY IN PUBLICIZING THE EXHIBITION AND IN CONTRACTING INTERESTED AMERICAN FIRMS. EMBOFF
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INFORMED HIM OF UPCOMING IOGA TRADE MISSION FROM THE STATE OF

MARYLAND, WHOSE THEME IS HOSPITAL EQUIPMENT AND SUPPLIES, BUT REGRETTED THAT AS YET WE HAD NOT RECEIVED WORD ON THE PARTICIPATION IN THAT MISSION. MR. HANNER EXPRESSED GREAT INTEREST IN MARYLAND MISSION, BUT NOTED THAT HE WOULD LIKE TO CONTACT PARTICIPATING FIRMS AS SOON AS POSSIBLE, SINCE HE FELT THAT JANUARY WOULD BE TOO LATE FOR THOSE FIRMS TO BE ABLE TO GEAR UP FOR EXHIBITING IN KUWAIT.

4. COMMENT AND ACTION REQUESTED: TRANS-ATLANTIC TRADING COMPANY IS A NEWLY FORMED OPERATION COMBINING THE VARIOUS ACTIVITIES IN HOUSING, TRANSPORTATION, PACKING AND MOVING, GARAGE EQUIPMENT, AND MANPOWER DEVELOPEMENT OF KUWAITI HEAD, AHMED ABDULWAHHAB AL-AYOUB. WE HAVE NO FURTHER INFORMATION ON THE COMPANY, BUT HAVE PROVIDED MR. HANNER WITH THE NECESSARY WTDR QUESTIONNAIRE. EMBASSY REQUESTS THAT COMMERCE PUBLICIZE EXHIBITION AMONG MEDICAL AND PHARMACEUTICAL EQUIPMENT FIRMS, PARTICULARLY THOSE BEING CONSIDERED FOR PARTICIPATION IN MARYLAND TRADE MISSION. FIRMS CONTRACTED SHOULD BE REQUESTED TO CONTACT MR. HANNER AT FOLLOWING ADDRESS: TRANS-ATLANTIC TRADING COMPANY, P.O. BOX 823, KUWAIT. CABLE: ANDALOS. TELEX: 2087 GLOBAL. EMBASSY ALSO REQUESTS NAMES, ADDRESSES AND PRODUCT LINES OF FIRMS PARTICIPATING IN MARYLAND TRADE MISSION ASAP, FOR TRANSMITTAL TO MR. HANNER.
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